

# MAINE CHILD HEALTH INSURANCE PROGRAM

## FFY 98 ANNUAL REPORT

### 1. Overview

Under the Child Health Insurance Program initiative, the Medicaid Expansion program began July 1998 and the Cub Care program began August 1998.

### 2. FFY 98 Major Accomplishment

The Department of Human Services implemented a comprehensive outreach campaign to publicize the availability of coverage under the Child Health Insurance Program options. The FFY 98 outreach activities are summarized below.

#### Statewide Awareness

- Aired television and radio public service announcements.
- Worked with the health reporters for the television stations and daily newspapers to get in-depth stories aired or published.
- Established a Department of Human Services CHIP website.

#### Targeted Awareness

- Mailed CHIP brochures and posters to places children and families frequent such as: WIC agencies, Head Start sites; licensed child care centers; Child Abuse and Neglect Councils, school based health centers, hospitals, physicians offices, Department of Human Services regional offices, Community Action Programs, and local municipalities.
- Published articles in newsletters of statewide organizations such as: Maine Medical Association, Maine Hospital Association, Maine Chapter of the American Academy of Pediatrics, and Maine Parent Federation.
- Exhibited at events such as: Maine Medical Association Annual Meeting, and Health Beat Exposition.

#### Targeted Enrollment

- Maine School Campaigns: Provided CHIP brochure and application to all public and private schools for distribution to every school child in the State.
- Maine Hospital Association Campaign for Coverage: Hospital personnel helped families apply for coverage; mailed letters to uninsured children who had used hospital services.

### 3. Progress Toward Meeting State Plan Strategic Objectives and Performance

#### Goals

##### Increase Number of Children with Insurance Coverage

The Department of Human Services contracted with the Institute for Health Policy, Edmund S. Muskie School of Public Service, University of Southern Maine, to conduct a survey to determine the number of uninsured children in Maine. The survey was conducted in November 1997. At the time of the survey, approximately 31,000 children in Maine did not have health insurance. Of that number, it was determined that approximately 11,300 children might be eligible for coverage provided via the Medicaid expansion or Cub Care option.

Between July and September 1998, preliminary data indicates that approximately 2,000 – 2,500 children were enrolled in either Medicaid Expansion or Cub Care. This represents seventeen to twenty-two percent of the 11,300 potential eligible children identified by the Institute for Health Policy study.

##### Ensure Consistent Source of Health Care, Improve Health Outcomes, Provide Quality Care to Enrollees

Since CHIP was operational only for the last quarter of the federal fiscal year, there is insufficient information available to assess progress in these three areas.

### 4. Planned FFY 99 Activities

##### Assessment of FFY 98 Outreach Activities and Access To Coverage and Services

The Department of Human Services contracted with the Survey Research Center (SRC), Edmund S. Muskie School of Public Service, University of Southern Maine, to conduct a telephone survey of CHIP participants regarding outreach (how did people hear about the program), the ease of the application process, and the use of benefits. The SRC surveyed 633 CHIP enrollees between mid-January and mid-February 1998. SRC's final report will be available June 1999.

Preliminary survey results include the following: (1) It seems that the targeted enrollment initiative through the Maine Schools Campaign may have been the most successful

outreach activity; however, individuals identified most of the outreach activities listed in 2 above as ways they heard about CHIP. This finding supports the literature on social marketing that says there is no single best method for raising awareness; (2) Recipients feel the enrollment process is not difficult. Maine has a simplified one-page application and allows individuals to enroll via the mail; therefore, we believe we have eliminated most barriers to enrollment; and (3) Recipients are satisfied with the services they have received.

#### Robert Wood Johnson Covering Kids Campaign

The Maine Ambulatory Care Coalition, the Consumers for Affordable Health Care Foundation, the Maine Equal Justice Partners, and the Maine Children's Alliance have received a Robert Wood Johnson Covering Kids Campaign grant for a three year period beginning January 1, 1999. The Covering Kids Campaign, in partnership with the Department of Human Services, will develop and implement outreach activities to publicize the availability of Medicaid and CHIP coverage and to assist potentially eligible individuals to enroll. Outreach interventions will be developed and/or implemented by a statewide coalition, two geographically based coalitions, and six constituency based task forces.

#### Impact Of CHIP Outreach Activities On Medicaid Enrollment

The Department is working on constructing a methodology to assess the impact of CHIP outreach on Medicaid enrollment. To date, this effort has not been successful.

#### Crowd Out

The Department will be working with the Institute for Health Policy, Edmund S. Muskie School of Public Service, University of Southern Maine, to assist us in assessing crowd out and to conduct another survey regarding the number of uninsured children in Maine.

#### 5. Technical Assistance

The Department has identified a need for technical assistance regarding social marketing. The Department will be developing new outreach materials and we believe that the use of social marketing concepts and practices will improve the effectiveness of our outreach efforts.

#### 6. Expenditure and Enrollment Reports

The FFY 98 expenditure and enrollment reports will be sent under separate cover.